

Advertiser Pol/Pres/D/Barack Obama

WKMG

Flight Dates 10/23/12-10/29/12

Order Sep

00:15:00

06387001

Cash

Contract / Revision

262652

OBAMA FOR AMERICA C

Product

Estimate #

Agency Com 15% Alt Order #

Original Date / Revision

10/19/12 10/19/12 **Billing Contact** Billing Type

Order Type

GENERAL

Billing Cycle

EOM/EOC

Billing Calendar BROADCAST

1897 SKED - C

Demographic

W18+

Rev Codes

AGY

CAND POL

100%

Sales Office PHI

Washington, DC 20007

3050 K Street NW

Sales Region NAT

Product Codes PL-Presidential-Democrat **Priority**

P-2

Agency Ref

Start Date

Suite 100

Advertiser Ref

3050 K Street NW Suite 100

New till 02/05/09

Buying Contact

Agency

Washington, DC 20007

GMMB

Primary Account Executive

Kristen Waskie

Kristen Waskie

Account Executive Order% End Date

Order Share 100% Market Value 79650

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan **Order Totals** Net Amount Gross Amount # Spots Net Amount Gross Amount # of Spots Rating Start Date End Date Month 0.00 10/01/12 10/28/12 39 \$49,300.00 \$58,000.00 October 2012 \$49,300.00 \$58,000.00 39 0.00 10/29/12 10/29/12 11 \$18,402.50 \$21,650.00 \$18,402.50 \$21,650.00 November 2012 11 \$67,702.50 \$79,650.00 0.00 50 Totals

					D (D)		otals_
Ln Ch Start End	Inventory Code Breat	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E 1 WKMG 10/23/12 10/29/12	Morn News at 5a CM	5-530a	MTWTF	:30 4	\$350.00 P-2	0,00 NM	\$1,400.00
	Morn News at 5a						
Start Date End Date	Weekdays Spots/Weel	<u>Rate</u>	Rating				
Week; 10/23/12 10/29/12	MTWTF	\$350.00	0,00				
E 2 WKMG 10/23/12 10/29/12	Morn News at 530a CM	530-6a	MTWTF	:30 4	\$450.00 P-2	0.00 NM	\$1,800.00
	Morn News at 530a						
Start Date End Date	Weekdays Spots/Weel	<u>Rate</u>	Rating				
Week: 10/23/12 10/29/12	MTWTF	\$450.00	0.00				
E 3 WKMG 10/23/12 10/29/12	Morn News at 6a CM	6-7a	MTWTF	:30 2	\$600.00P-2	0.00 NM	2 \$1,200.00
	Morn News at 6a						
Start Date End Date	Weekdays Spots/Weel	<u>Rate</u>	Rating				
Week: 10/23/12 10/29/12	MTWTF	2 \$600.00	0.00				
E 4 WKMG 10/23/12 10/29/12	CBS This Morning CM	7-9a	MTWTF	:30 3	\$450.00 P-2	0.00 NM	3 \$1,350.00
	The Early Show					1	

Print Date: 10/19/12 Page 2 of 3



262652

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

<u>Order Sep</u> 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA C Estimate # 1897 SKED - C

									5 . 5 .	D. T	Tota	00000
Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Construction of the Constr	passon communication (Co.)	Amount
E 4 WKMG 1	10/23/12	2 10/29/12	CBS This Mornin The Early Show		7-9a	MTWTF	:30	3	\$450.00 P-2	0.00 NM	3	\$1,350.00
<u>Start</u> Week: 10/23		End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 5 WKMG	10/27/12	2 10/27/12	5-7a Sat News Sat 5-7a News	СМ	5-7a	1-	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
<u>Start</u> Week: 10/22		End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 6 WKMG	10/28/12	2 10/28/12	CBS Sunday Mo CBS Sunday Mo		9-1030a	1	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
<u>Start</u> Week: 10/22		End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00						
E 7 WKMG	10/23/1:	2 10/29/12	9-10a Rachael R Rachael Ray	ay CM	9-10a	MTWTF	:30	5	\$300.00 P-2	0.00 NM	5	\$1,500.00
<u>Start</u> Week: 10/23		End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$300.00	Rating 0.00						
E 8 WKMG	10/23/1:	2 10/29/12	10-11a Let's Mal Let's Make a De		10-11a	MTWTF	:30	2	\$600.00 P-2	0.00 NM	2	\$1,200.00
<u>Start</u> Week: 10/23	<u>Date</u> 3/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$600,00	Rating 0.00						
E 9 WKMG	10/23/1	2 10/29/12	11-12p Price Is F Price Is Right	Right CM	11a-12p	MTWTF	:30	3	\$1,200.00 P-2	0.00 NM	3	\$3,600.00
<u>Start</u> Week: 10/2	<u>Date</u> 3/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$1,200.00	Rating 0.00						
E 10 WKMG	10/23/1	2 10/29/12	2-3p The Talk The Talk	CM	2-3p	MTWTF	:30	3	\$600.00 P-2	0.00 NM	3	\$1,800.00
<u>Start</u> Week: 10/2	<u>Date</u> 3/12	End Date 10/29/12	<u>Weekdays</u> MTWTF⊶-	Spots/Week 3	<u>Rate</u> \$600.00	Rating 0.00						
E 11 WKMG	10/28/1	2 10/28/12	1030-1130a Fac Face The Nation		1030-1130a	1	:30	1	\$1,800.00P-2	0.00 NM	1	\$1,800.00
<u>Start</u> Week: 10/2:	<u>: Date</u> 2/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00						
E 12 WKMG	10/23/1	2 10/29/12	530-6p The Insider	der CM	530p-6p	MTWTF	:30	5	\$650,00 P-2	0.00 NIV	5	\$3,250.00
<u>Start</u> Week: 10/2	<u>Date</u> 3/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$650,00	Rating 0.00						
E 13 WKMG	10/23/1	2 10/29/12	News at 6p News at 6p	CM	6-630p	MTWTF	:30	2	\$1,400,00P-2	0.00 NM	2	\$2,800.00
<u>Start</u> Week: 10/2	: <u>Date</u> 3/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$1,400.00	Rating 0.00						
E 14 WKMG	10/23/1	2 10/29/12	M-F 7:30-8p Ins Inside Edition	ide Ed CM	730-8p	MTWTF	:30	4	\$1,400.00P-2	0.00 NN	4	\$5,600.00
<u>Start</u> Week: 10/2	<u>1 Date</u> 3/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$1,400.00	Rating 0.00						
E 15 WKMG			Mon Prime 9p 2 Broke Girls	СМ	9-930p	1	:30	1	\$13,000.00 P-2	0.00 NM	1	\$13,000.00
<u>Stan</u> Week: 10/2	<u>t Date</u> 9/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$13,000.00	Rating 0.00				.815		
E 16 WKMG			Tue Prime 8p NCIS	CM	8-9p	-1	:30	1	\$12,000.00 P-2	0.00 NM	1 1	\$12,000.00
Stan	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					l	

WKMG



262652

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA C Estimate # 1897 SKED - C

											Tota	MINISTER .
L	n Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
E '	6 WKMG	10/23/1	2 10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1	:30	1\$12,000.00 P-2	0.00 NM	1	\$12,000.00
	Sta Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$12,000,00	Rating 0.00					
E	17 WKMG	10/24/1	2 10/24/12	Wed Prime 8p Survivor	CM	8-9p	1	:30	1\$11,000.00 P-2	0.00 NM	1	\$11,000.00
	<u>Sta</u> Week: 10	art <u>Date</u> /22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$11,000.00	Rating 0.00				s	
E	18 WKMG	10/28/1	2 10/28/12	Sun Prime 8-9p Amazing Race	СМ	8-9p	1	:30	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
	<u>St</u> a Week: 10	art Date /22/12	End Date 10/28/12	Weekdays 1	Spots/Week	Rate \$8,000.00	Rating 0.00					
E	19 WKMG	10/23/1	2 10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF	:30	3 \$1,700.00P-2	0.00 NM	3	\$5,100.00
	<u>St</u> Week: 10	art Date /23/12	End Date 10/29/12	Weekdays MTWTF	Spots/Week	Rate 3 \$1,700.00	Rating 0.00					
E	20 WKMC	10/27/1	2 10/27/12	Sat 1135p-1205a Inside Edition W		1135p-1205	ia1-	:30	1 \$450.00 P-2	0.00 NM	1	\$450.00
	Sta Week: 10	art Date //22/12	End Date 10/28/12	Weekdays 1-	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00					
E	21 WKMC	10/27/1	2 10/27/12	Sat 1205-105a Extra Wknd	СМ	1205-105a	1-	:30	1 \$350.00 P-2	0.00 NM	1	\$350.00
	Sta Week: 10	art <u>Date</u> 1/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00					
E	22 WKMC	3 10/28/1	2 10/28/12	Sun 1135p-1235a Cold Case	a CM	1135p-1235	ia1	:30	1 \$450.00P-2	0.00 NM	1	\$450.00
	<u>St</u> Week: 10	art Date //22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> I \$450.00	Rating 0.00					
Name of Street	200200 - 1 - 1 - 1 - 1 - 1 - 1		HOLORIAN CONTRACTOR	Miles - John Market N. 1908			12.000	elalumijaliya (jero)		Totals	50 5	79,650.00

CAND



WKMG

Flight Dates 10/23/12-10/29/12

Order Sep 00:15:00 Estimate # 2175

06390603 **OBAMA FOR AMERICA** Alt Order # 262823 Contract / Revision

Billing Type Cash Original Date / Revision 15% Agency Com

Product

GENERAL Order Type 10/22/12 10/22/12 **Billing Contact** EOM/EOC Billing Cycle

Advertiser Pol/Pres/D/Barack Obama Billing Calendar BROADCAST 3050 K Street NW New till 02/05/09

Suite 100 A35+ Demographic Washington, DC 20007 Agency GMMB POL **AGY** Rev Codes

Buying Contact Product Codes PL-Presidential-Democrat Sales Office PHI

P-2 **Priority** Sales Region NAT 3050 K Street NW Advertiser Ref Agency Ref Suite 100

Washington, DC 20007

Primary Account Executive

Kristen Waskie

End Date Start Date Account Executive Order%

100% Kristen Waskie Order Share 100% Market Value 56300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan Order Totals Net Amount Gross Amount # Spots Rating Start Date End Date # of Spots Net Amount Gross Amount Month 20 \$33,235.00 \$39,100.00 0.00 10/01/12 10/28/12 \$39,100.00 October 2012 20 \$33,235.00 \$14,620.00 \$17,200.00 0.00 10/29/12 10 10/29/12 \$14,620.00 \$17,200.00 November 2012 10 0.00 30 \$47,855.00 \$56,300.00 Totals

										<u>Total</u>	s
Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 WKMG 10/25/	12 10/26/12	Morn News at 5a	CM	5-530a	TF	1:00	4	\$700.00 P-2	0.00 NM	4	\$2,800.00
		Morn News at 5a									
Start Date	End Date	<u>Weekdays</u> <u>Sp</u>	<u>ots/Week</u>	<u>Rate</u>	Rating						
Week: 10/22/12	10/28/12	TF	4	\$700.00	0.00						
E 2 WKMG 10/25/	12 10/29/12	Morn News at 530a	CM	530-6a	MTF	1:00	4	\$900.00 P-2	0.00 NM	4	\$3,600.00
		Morn News at 530a									
Start Date	End Date	Weekdays Sp	ots/Week	Rate	Rating				1		
Week: 10/25/12	10/31/12	MTF	4	\$900.00	0.00						
E 3 WKMG 10/25/	12 10/29/12	CBS This Morning	CM	7-9a	MTF	1:00	3	\$900.00 P-2	0.00 NM	3	\$2,700.00
		The Early Show									
Start Date	End Date	Weekdays Sp	ots/Week	<u>Rate</u>	Rating						
Week: 10/25/12	10/31/12	MTF	3	\$900.00	0.00						
E 4 WKMG 10/28/	12 10/28/12	CBS Sunday Morning	g CM	9-1030a	1	1:00	1	\$3,600.00 P-2	0.00 NM	1	\$3,600.00
		CBS Sunday Morning	g								
		CDS Suriday Morning	9						-		

Print Date: 10/23/12

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Contract / Revision

262823

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 2175

										Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End Til	me Days	Len Spe	ots Rate Pri	Rtg Type	Spots	Amount
E 4 WKM	G 10/28/1	2 10/28/12	CBS Sunday Mor CBS Sunday Mor		9-1030a	-1	1:00	1 \$3,600.00P-2	0.00 NM	1	\$3,600.00
<u>s</u> Week: 1	tart <u>Date</u> 0/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$3,600.00	Rating 0.00					
E 5 WKM	G 10/25/1	2 10/29/12	Local 6 News 12- Local 6 News 12-	•	12-1230p	MTF 	1:00	4 \$1,800.00 P-2	0.00 NM	4	\$7,200.00
<u>s</u> Week: 1	<u>Start Date</u> 0/25/12	End Date 10/31/12	<u>Weekdays</u> MTF	Spots/Week 4	<u>Rate</u> \$1,800.00	Rating 0.00					
E 6 WKM	IG 10/25/1	2 10/29/12	530-6p The Inside Insider	er CM	530p-6p	MTF	1:00	4 \$1,300.00 P-2	0.00 NM	4	\$5,200.00
<u>S</u> Week: 1	Start <u>Date</u> 0/25/12	End Date 10/31/12	<u>Weekdays</u> MTF - -	Spots/Week 4	<u>Rate</u> \$1,300.00	Rating 0.00					
E 7 WKM	IG 10/25/1	2 10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTF 	1:00	4 \$3,400.00 P-2	0.00 NM	4	\$13,600.00
_	Start Date 10/25/12	End Date 10/31/12	Weekdays MTF	Spots/Week 4	<u>Rate</u> \$3,400.00	Rating 0.00					
E 8 WKM	IG 10/25/1	2 10/29/12	M-F David Letterr David Letterman	man CM	1136p-1238a	MTF	1:00	4 \$1,400.00 P-2	0.00 NM	4	\$5,600.00
_	Start Date 10/25/12	End Date 10/31/12	<u>Weekdays</u> MTF	Spots/Week 4	<u>Rate</u> \$1,400.00	Rating 0.00					
E 9 WKM	IG 10/27/1	2 10 <i>/</i> 27/12	College Football College FB Toda	•	3-330p	1-	1:00	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
_	Start <u>Date</u> 10/22/12	End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					
E 10 WKM	1G 10/28/	12 10/28/12	NFL TODAY NFL TODAY	CM	various	1	1:00	1\$10,000.00 P-2	0.00 NM	1	\$10,000.00
_	Start <u>Date</u> 10/22/12	End Date 10/28/12	Weekdays 1.	Spots/Week 1	<u>Rate</u> \$10,000.00	Rating 0.00					
									Totals	30 \$	56,300.00